Building on OFGA’s knowledgeable membership of established organic fruit growers, relationships with organic advocates and researchers the following three-year objectives have been prioritized:

Objective 1 – Complete 5 organic fruit research projects adding to the knowledge of ‘best practices’ for greater viability and success of organic fruit growers.

Approaches:

* Develop, administer and report findings from an annual survey of organic growers.
* Secure research partners and establish collaborative projects between OFGA’s members and academic faculty at leading Universities in the Upper Midwest.
* Promote OFGA-led research projects using expanded communications strategies.
* Support organic growers in raising funding to support on-farm research projects.
* Apply for presentations of research findings at organic grower focused conferences

Objective 2 – Increase OFGA membership by 100 new members by the end of 2024.

Approaches:

* Increase the traffic to OFGA’s website, number of participants, postings in the listserv and social media followers
* Member-to-member recruitment strategy brings in 20 new members annually
* Improve services to members by creating additional ‘member’ only online resources
* Add 30 new organic fruit farms to the search map hosted on OFGA’s website
* Add trainings, resources and networking opportunities for groups of growers according to specific types of organic fruit
* Seek strategic partnerships with other fruit growing organizations to offer shared services, ex. Holistic Orchard Network, Marbleseed, Seed Savers and other fruit growers associations.

Objective 3 – Increase OFGA’s organizational capacity and effectiveness by the end of 2024.

Approaches:

* Expand the board member capacity and roles to support OFGA’s mission.
* Raise funding to support increase staff time to work on research and communication projects.
* Invest in Customer Relationship Management software (CRM) and data management tools to improve communication and data collection with organic fruit growers.
* Draft a development plan with a diversified approach to fundraising to create stability.
* Develop a new 3 year plan for 2025 - 2027